

What is claimed is:

1. A method of analyzing real estate information relating to a plurality of potential buyers and a potential seller, the method comprising:
  - indexing buyer real estate characteristics generated by the plurality of potential
  - 5 buyers;
  - collecting at least one seller real estate characteristic generated by the potential seller;
  - comparing the indexed buyer real estate characteristics and the at least one seller real estate characteristic; and
  - determining if there is a match between at least one of the potential buyers and the
  - 10 potential seller, determining being a function of the comparison.
2. The method as defined by claim 1 further comprising identifying whether a match is obtained.
- 15 3. The method as defined by claim 1 wherein determining comprises:
  - accessing the indexed buyer real estate characteristics, the indexed buyer real estate characteristics being categorized into at least one category;
  - categorizing the at least one seller real estate characteristic into at least one category;
  - and
  - 20 comparing like categories of indexed buyer real estate characteristics with seller real estate characteristics.
4. The method as defined by claim 3 wherein the at least one category includes location.
- 25 5. The method as defined by claim 1 further comprising storing the indexed buyer real estate characteristics in a computer storage device.
6. The method as defined by claim 1 further comprising communicating between the potential seller and at least one of the potential buyers, communicating being substantially
- 30 identity anonymous for at least one communication.

7. The method as defined by claim 1 wherein at least one of the potential buyers includes a buyer agent.

8. The method as defined by claim 1 wherein the potential seller includes a seller agent.

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9. An apparatus for analyzing real estate information relating to a plurality of potential buyers and a potential seller, the apparatus comprising:

a buyer module capable of indexing buyer real estate characteristics generated by the plurality of potential buyers;

10 a seller module capable of collecting at least one seller real estate characteristic generated by the potential seller;

a comparator capable of comparing the indexed buyer real estate characteristics and the at least one seller real estate characteristics; and

15 a match module capable of determining if there is a match between at least one of the potential buyers and the potential seller, determining being a function of the comparison.

10. The apparatus as defined by claim 9 further comprising an identifier module capable of identifying whether a match is obtained.

20 11. The apparatus as defined by claim 9 wherein the match module comprises:

an access module capable of accessing the indexed buyer real estate characteristics, the indexed buyer real estate characteristics being categorized into at least one category;

a categorizer module capable of categorizing the at least one seller real estate characteristic into at least one category; and

25 a determiner module capable of comparing like categories of indexed buyer real estate characteristics with seller real estate characteristics.

12. The apparatus as defined by claim 11 wherein the at least one category includes location.

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13. The apparatus as defined by claim 9 further comprising a storage module capable of

storing the indexed buyer real estate characteristics in a computer storage device.

14. The apparatus as defined by claim 9 further comprising a communicator capable of communicating between the potential seller and at least one of the potential buyers,  
5 communicating being substantially identity anonymous for at least one communication.

15. The apparatus as defined by claim 9 wherein at least one of the potential buyers includes a buyer agent.

10 16. The apparatus as defined by claim 9 wherein the potential seller includes a seller agent.

17. A computer program product for use on a computer system for analyzing real estate information relating to a plurality of potential buyers and a potential seller, the computer  
15 program product comprising a computer usable medium having computer readable program code thereon, the computer readable program code comprising:

program code for indexing buyer real estate characteristics generated by the plurality of potential buyers;

20 program code for collecting at least one seller real estate characteristic generated by the potential seller;

program code for comparing the indexed buyer real estate characteristics and the at least one seller real estate characteristics; and

program code for determining if there is a match between at least one of the potential buyers and the potential seller, determining being a function of the comparison.

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18. The computer program product as defined by claim 17 further comprising program code for identifying whether a match is obtained.

19. The computer program product as defined by claim 17 wherein the program code for  
30 determining comprises:

program code for accessing the indexed buyer real estate characteristics, the indexed

buyer real estate characteristics being categorized into at least one category;

program code for categorizing the at least one seller real estate characteristic into at least one category; and

5 program code for comparing like categories of indexed buyer real estate characteristics with seller real estate characteristics.

20. The computer program product as defined by claim 19 wherein the at least one category includes location.

10 21. The computer program product as defined by claim 17 further comprising program code for storing the indexed buyer real estate characteristics in a computer storage device.

22. The computer program product as defined by claim 17 further comprising program code for communicating between the potential seller and at least one of the potential buyers,  
15 communicating being substantially identity anonymous for at least one communication.

23. The computer program product as defined by claim 17 wherein at least one of the potential buyers includes a buyer agent.

20 24. The computer program product as defined by claim 17 wherein the potential seller includes a seller agent.

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